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### RKS WINS TWO IDEA AWARDS

Thousand Oaks, California, July 18, 2008 – RKS is proud to announce that the IDSA and *BusinessWeek* have honored the “Lock-n-Lift” Can Opener and the “Smart Touch™” Salad Spinner with IDEA08 awards.

“We’re delighted to see our team’s work receive two 2008 IDEA awards,” said Ravi Sawhney, founder and CEO of the Southern-California-based RKS. “It’s particularly gratifying to see our work bring recognition to our client, DKB/Zyliss.”

The International Design Excellence Awards (IDEA®) competition is a celebration of the most innovative and exciting designs of the year and one of the world’s most prestigious design competitions. Out of 1517 entries in the 2008 IDEA competition, 35 were awarded the coveted Gold award, while 76 received Silver awards, and 94 won Bronze awards. Co-sponsored by *BusinessWeek* and Industrial Designers Society of America (IDSA), the IDEA program fosters business and public understanding of the impact of industrial design excellence. Industrial designers create satisfying product experiences from the kitchen and the office to the hospital and the warehouse. In this way, industrial designers have a quiet but profound presence in almost everything people encounter during the day.

The Zyliss Lock-n-Lift Can Opener was recognized with an IDEA Silver award. Designed to be safer and easier to use than traditional can openers, the Lock-n-Lift locks onto the can with one squeeze, eliminating the need to continually compress the handles. Once the lid is separated from the can, the lid lifts easily with the built-in magnet. Then, a press of a lever releases the lid for safe and easy disposal. With the Lock-N-Lift, the consumer never has to dip into a can of dog food to dig out the lid, or risk cutting their fingers on sharp edges. Their hands never touch the lid. “The curves of the handles heighten ergonomics and give the Lock-n-Lift an engaging “grab me” appeal that encourages users to pick it up,” explained Sawhney. “And once they do, it fits their hand so well, they don’t want to put it down.”

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The distinguished IDEA jurors awarded the “Smart Touch” Salad Spinner an IDEA Bronze award. Introduced in January 2008, the Smart Touch combines eye-catching design with market-leading innovation. RKS innovated a new, patent-pending drive mechanism which ensures that just one press of the “Smart Touch” lever sets the basket spinning at optimal speed to dry greens quickly and efficiently. One-button engages a disc brake that brings the basket to a quick, sure stop. The Smart Touch lever locks into place to make the best use of precious storage space in the refrigerator and kitchen cabinet. The customer gets great design and great utility, and Zyliss gets a salad spinner designed to put them back in the lead of the hotly contested Salad Spinner category. Selected by Real Simple as one of their [Top 20 Kitchen Tools](#), the Smart Touch was also honored with a [red dot award](#) earlier this year.

The Lock-n-Lift Can Opener and the Smart Touch Salad spinner are part of a full line of kitchen products developed by RKS for Zyliss. Designed and engineered to outperform the competition, these products have propelled the Zyliss brand to new levels of market success. RKS-designed Zyliss products have previously been honored with three Good Design Awards, three Co-Create Awards, and two red dot awards.

High resolution images available at: <http://rksdesign.com/press/zyliss>



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DKB Household USA/Zyliss USA Corp., is a division of Diethelm Keller Brands. The Zyliss heritage of excellence in the high-end kitchen tools and gadgets category began in Switzerland more than 50 years ago. Internationally-respected for design, functionality, and durability, the Zyliss brand is favored by both everyday cooks and renowned gourmet chefs around the world. DKB Household/Zyliss is headquartered in Irvine, California.

RKS is an Industrial Design consultancy offering a full range of strategy, innovation, and design services. Consistently ranked in Business Week's Top 10 Industrial Design firms, RKS has a 27-year legacy of transforming client inspirations and aspirations into powerful business results. The Southern California-based firm specializes in market segments that include medical/dental, consumer electronics, sporting goods, housewares, consumer products, and industrial goods. Its clients include Apple, JBL, Nokia, HP, Intel, Zyliss, Panavision, Medtronic, and many others. RKS has won more than 50 product design awards globally, and has been issued more than 150 patents.

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